



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Douglas P. Brown, et al.

Serial No.: 09/976,632

Filed: 10/12/2001

For: COLLECTING AND/OR  
PRESENTING DEMOGRAPHICS  
INFORMATION IN A DATABASE  
SYSTEM

§ Group Art Unit: 2172

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Examiner: Isaac M. Woo

Atty. Dkt. No.: 10149

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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JUL 26 2004

Technology Center 2100

REPLY TO OFFICE ACTION MAILED MAY 20, 2004

This is a reply to the final Office action dated May 20, 2004, in this application. Please reconsider this application and allow all of the claims.

**Listing of the Claims begins on page 2 of this paper.**

**Remarks/Arguments begin on page 7 of this paper.**

CERTIFICATE OF MAILING

I hereby certify that the correspondence to  
being deposited with the United States Postal  
Service, as first class mail in an envelope  
addressed to the Commissioner for Patents,  
P. O. Box 1450, Alexandria, VA 22313-1450.

7-20-04 *Sallie Spicer*  
Date *Sallie Spicer*